

1 of 3

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A		:60	\$650.00	10/25-10/26	2	1	2	\$1,300.00	
		Buyline Comment: 6A NEWS										
	2	M-TU	6A-7A		:60	\$650.00	10/29-10/30	2	1	2	\$1,300.00	
		Buyline Comment: 6A NEWS										
	3	TH-F	7A-9A		:60	\$650.00	10/25-10/26	1	1	1	\$650.00	
		Buyline Comment: GD MRN AMER										
	4	TH-F	6P-630P		:60	\$800.00	10/25-10/26	2	1	2	\$1,600.00	
		Buyline Comment: 6P NEWS										
	5	M-TU	6P-630P		:60	\$800.00	10/29-10/30	1	1	1	\$800.00	
		Buyline Comment: 6P NEWS										
	6	TH-F	11P-1135P		:60	\$1,200.00	10/25-10/26	2	1	2	\$2,400.00	
		Buyline Comment: 11P NEWS										
	7	M-TU	11P-1135P		:60	\$1,200.00	10/29-10/30	1	1	1	\$1,200.00	
		Buyline Comment: 11P NEWS										
	8	SA	7A-8A		:60	\$550.00	10/27-10/27	1	1	1	\$550.00	
		Buyline Comment: GD MRN SAT ABC										

Station KTNV-TV LAS VEGAS, NV

Advertiser () .JOE HECK 4 CONGRESS

Product JOE HECK

Estimate# 3074

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //3074

Flight Dates 10/25/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	SU	6A-7A		:60	\$500.00	10/28-10/28	1	1	1	\$500.00	
			Buyline Comment: 6A NEWS									
	10	SU	7A-8A		:60	\$550.00	10/28-10/28	1	1	1	\$550.00	
			Buyline Comment: GD MRN SUN ABC									
	11	SU	6P-630P		:60	\$800.00	10/28-10/28	1	1	1	\$800.00	
			Buyline Comment: 6P NEWS									
	12	SU	8A-9A		:60	\$550.00	10/28-10/28	1	1	1	\$550.00	
			Buyline Comment: 8A NEWS									

---REPORT TOTALS---

Report Totals: 16 / \$12,200.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$8,900.00 Nov 12: 4 / \$3,300.00

Sales Totals: 16 / \$12,200.00

Station Totals: 16 / \$12,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$46,923	KBLR	0%	KLAS	34%	KSNV	31%	KTNV	26%	KTUD	1%
		KVCW	0%	KVMY	4%	KVVU	4%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

Station	KTNV-TV LAS VEGAS, NV	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() .JOE HECK 4 CONGRESS		7669 STAGERS LOOP	Sales Office	() PHILADELPHIA
Product	JOE HECK		DELAWARE, OH 43015	Salesperson	() ANJIE BRADY
Estimate#	3074	Agency C/P1/P2/E	//3074		
Buyer	WHITNEY EVERSOLE	Flight Dates	10/25/2012 - 10/30/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

--- CREDIT RISK ---
CASH IN ADVANCE